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October 1950, Through September, 1951

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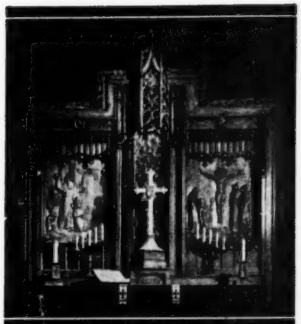

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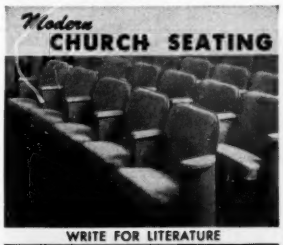

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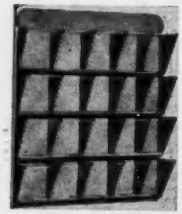

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DOES YOUR CHURCH NEED

the answers to any of these questions?

1. How much SHOULD our church be able to raise for a building program?
2. How can we find out how much our church CAN raise?
3. What should we include in our church building fund program?
4. When is it advisable to plan construction in phases?
5. Is there a rule of thumb for estimating the debt a church can safely incur for building?
6. How much (and when) is it safe for us to borrow to complete our church construction program?
7. How much can we expect to raise outside the church membership for our building fund?
8. Can a church usually raise more money for a new sanctuary or a new educational building?
9. Must we have building construction plans before we can start our building fund campaign?
10. Why can most churches raise more money before they draw construction plans?
11. Will the possible shortage of some building materials have a bad effect on our building fund campaign?
12. Will the threat of war have a good or bad effect on a building fund campaign?
13. Should government construction restrictions have any effect on our building fund-raising plans?
14. How can we avoid deciding on a new location until after we have found out how much we can raise?
15. How can we get our more conservative members to agree that we should proceed with our church building program?
16. When is the best time for our church to have a building fund campaign?
17. How long does it take to get ready for a building fund campaign?
18. How long will it take to complete a building fund campaign for our church?
19. What happens to our other church activities during a building fund campaign?
20. Why is this a good time to raise funds for church building and activity programs?
21. What effect do building fund campaigns have on subsequent budget fund-raising?
22. Should (or can) we combine our building fund campaign with our annual budget fund-raising solicitation?
23. When is it best to keep building funds apart from the annual budget and when is it best to mix them?
24. Is it true that a properly conducted building fund campaign has a strong educational value?
25. How can our building fund campaign have a beneficial effect on the spiritual growth of our church?
26. Do you believe that the spiritual impact of a successful campaign is of greater value than all the dollars raised?
27. We need the money quickly. Should we try to raise it in cash or pledges?
28. Do pledges payable weekly raise and collect more money than those payable on a monthly basis?
29. What is considered the best length of time for the collection of church building fund pledges?
30. What is the normal shrinkage on building fund pledges?
31. Why do many churches collect more than the amount pledged during the pledge collection period?
32. Is there a good method for keeping pledges paid up on a current basis?
33. How soon can we start building after a successful pledge campaign?
34. What chance do we have to succeed in our building fund campaign since we have no big givers?
35. Does the fact that many of our members are tithing mean that we can raise more or less than normal for our building fund?
36. How can we obtain more building fund campaign pledges from our members than we have had on former appeals?
37. How can we be sure to get maximum support from the members of our church who do not usually take part in many of our church activities?
38. Can we raise more money for our building fund by an organized face-to-face individual solicitation campaign or by having our members sign pledges in groups or at meetings?
39. Must we wait until the pledges are paid on our recent unsuccessful building fund campaign before we can try again with a new and better plan?
40. Is there a plan by which the past givers to our building fund can get credit for their previous gifts in a second building fund campaign?

You can obtain the answers to these questions from the nearest Wells office listed below by merely referring to the numbers in front of the questions in which you are interested.

WO *Wells Organizations*

FUND-RAISING ENGINEERS

Washington Building, Washington, D. C., STerling 7333

WELLS ORGANIZATIONS OF TEXAS, Inc. Electric Building, Ft. Worth, Texas, FAnnin 9374

WELLS ORGANIZATIONS OF OHIO Terminal Tower, Cleveland, Ohio, MAin 1-6190

WELLS ORGANIZATIONS OF GEORGIA Mortgage Guarantee Building, Atlanta, Georgia, ALpine 2728

WELLS ORGANIZATIONS OF CANADA 330 Bay Street, Toronto, Ontario, PLaza 5876